R J Reynolds Tobacco Company

Mark Young
New York Metro

September 11, 1997

To: Dave Wilmesher

Subject: Merchandising Accural / Retail Match

Dear Dave,

Your earlier voice-mail was passed on to the Managers in the region for their recommendations. Overall, everyone thinks that the Retailer Match is a benefit to the company, however the primary problem that we've faced is the difficulty of simply entering the usage into the computer system.

We feel the Retailer Match should continue to be available in 1998, especially for the larger chains. In most cases, the retailer's portion is used to gain additional displays or advertising in virtually all of the independents and most of our chains, due to state minimum pricing. The one question that comes up, is how the FDA issues will effect what we're currently getting from the majority of our "Match Partners" in terms of additional displays and advertising.

If you have any questions, please give me a call.

Sincerely,
Mark Young

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Source: https://www.industrydocuments.ucsf.edu/docs/szcp0000